



PRESS RELEASE

Hindware chooses the DDB Mudra Group as its creative partner for Moonbow water purifiers

Gurugram | March 2018

Following a multi-agency pitch, the DDB Mudra Group has won the creative duties of Moonbow, a water purifier and air purifier brand by Hindware. As part of the mandate, the agency will be responsible for the creative strategy and execution for the brand.

The brand would be managed from the Group's Gurugram office and will be led by Ashwani Dhingra, Executive Vice President & Business Partner, DDB Mudra North.

Hindware, a leading name in the Indian market, launched the consumer appliances brand- Moonbow in 2016. The brand strives to bring goodness into the lives of all its consumers with its aesthetically crafted, disruptively designed and technologically advanced range of water purifiers and air purifiers. The brand, though a fresh entrant in the market, aims to gain position in the top three ranks in the next five years.

In a short span post its inception, Moonbow has won prestigious awards like Asia's Most Promising Brand (2017), Emerging Brand of the Year (2016) and Product of the Year Awards (2016) for its innovative and technologically advanced products.

Quoting on the association, Rakesh Kaul, President Consumer Products Division, Hindware said, "DDB Mudra has been our agency partner for Hindware Kitchen Appliances and Water Heaters. We have grown in these categories faster than the industry to capture good market share within 3 years & DDB Mudra has played its part in helping us achieve this growth. We expect DDB Mudra team to work in the same manner for our Moonbow brand and be a part of the brand's growth journey."

Quoting on the win, Rajiv Sabnis, Executive Director, DDB Mudra Group said, "Water purification is a highly competitive category in India today. With the pressure on ground water supply increasing in every large city/ town and the over reliance on the monsoons every year, the need for purification is clearly felt in every home. Newer entrants in this category need to redefine the health benefits that more advanced water purification systems can deliver. Moonbow is uniquely placed to raise the stakes on their water purification offering and its proven benefits. We have an interesting challenge, to establish a differentiated and relevant health benefit amongst Indian homemakers."



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About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. Operating out of fifteen leading cities, the agency has a comprehensive presence across the length and breadth of the country. The agency consistently ranks among the top awarded networks in India and continues to be a leading presence by helping build powerful brands and inspiring change.

The DDB Mudra Group have been pioneering brand partners in the fields of Advertising, Media Planning & Buying, Digital & Data-driven Marketing, Technology, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy

DDB Mudra Group is a part of the Omnicom Group (NYSE).

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